

and other subfeatures combined therewith. Main claim 91 is directed to the third embodiment of Fig. 10.

The wording of the main claims 77,82 and 91 are supported in the specification and the various means are shown in the drawings of the respective embodiments of Figs. 2,3, 6,7 and 10. The descriptions in the specification of these respective embodiments are at page 13, line 8 et seq, page 22, line 1 through page 35, line 10; and page 35, line 11 et seq. to page 43, line 16; and page 43, line 5 from bottom et seq. Accordingly, support for the new wording is contained in the specification, and also shown in the respective embodiment drawings.

The section 103 rejections over Kawasaki in view of Das, and Kawasaki in view of Das and further in view of Shteyn are respectfully traversed. The new claims 77-91 were drafted to more clearly define the invention and to more clearly avoid these combined references. As now recited our invention, in its three embodiments more specifically recited in main claims 77,82 and 91, is not made obvious by any combination of (1) Kawasaki and Das, and (2) Kawasaki, Das and Shteyn.

Turning first to main claim 77, we recite a "plurality of terminal devices" which provide the following functions "advertisement server and content server" "for said plurality of users" that contract to "acquire right of access to plurality of users having profiles desired by the .. terminal devices.. and right to use a given method of access". This combination of functions and means to support such functions, is not shown or made obvious by any combination of Kawasaki, Das or Kawasaki, Das and Shteyn.

Moreover, in claim 77, we recite that the "service section" comprises, instead of "capable of", "means for acquiring and analyzing profile data" "means for accessing data of each ..user" "means for acquiring and delivering advertisemenet and information content provided by the terminal device" "means for analyzing audience ratings in relation to information content" "means for mea .iring effectiveness of advertisement" and "means for billing the adver-tisers" Clearly, no combination of (1) Kawasaki and Das, and (2) Kawasaki, Das and Shteln, teaches such composition of the "service section" as now recited in our claims.

To further distinguish our invention over the combined references, we've added that the "service section" further comprises: "means for providing the users with step by step incentives according to each limit of profile data disclosure" "means for registering or deleting user profiles" "means for executing matching function, intermediary function, filtering function, and node check function" "means regis-tering or changing node address" and "means for executing other processes while communication with each node and terminal device".

The cited references Kawasaki, Das and Shteln disclose generally the use of broadcasting polling and data collection for audience of broadcast; but, they do not show the specific implementation using the specific combination of systems components accessible through the internet, as does our recited invention.

There are various ways and means for providing various functions. But, our specific manner and means in combination to produce the desired functions, is clearly not shown, or made obvious by the

combination of cited art. Accordingly, clearly our invention is deserving of a patent. No possible extension of the combined art of Kawasaki, Das or Kawasaki, Das and Shtelyn, would make obvious our recited invention of claim 77 and subclams 78-81.

Turning now to new main claim 82, which is directed to the embodiment of FIG.6,7, we recite " a terminal.. comprising a display screen... a browser ... wherein said user views a program guide stored in a remote controller .. and indicates a timer record of a program of interest" " said remote controller node for downloading program guides delivered from said company, and for saving information on date and time when each program starts and ends and a channel number in a format suited for control by said remote controller node" and "when a preset time occurs, said remote controller ndoe sends out commands to said recorder according to a program information provided by said terminal to start recording and to stop recording when each time occurs". We also have added the further specification of the remote controller as comprising "a user authentication block, a program guide processing block, a storage block for storing program guide and reservation, a reservation block for generating reservation signals, and a command block for registration, storage and outputting of signals".

Clearly, the cited references Kawasakiand Das, or Kawasaki, Das and Shtelyn do not show, or make obvious the above claim features in th combination as recited. Even when combined in the manner suggested by the Examiner, these combined references still lack those recited elements of our new claims in the combination recited.

Thus, clearly, no combination of the cited references would teach or make obvious the invention as now recited in the new claims, such as claim 82 and the sub-claims 83-90.

Turning now to new main claim 9 which is directed to the third embodiment of Fig. 10, we recite "said node being connected to a unit comprising: a router, an operation means connected to said router and comprising an operation, logging, analyzing and communicating device" Further more we recite " a remote controller.. which .. transmits a command for operating said TV is a signal form B different from a signal form A so that the TV receives the command" and moreover, we recite "said operation means receives output signal B from said remote controller and acquires historical record of operation of said TV according to a command thus received, and converts the command signal from a form A that the TV receives and outputs the signal". To put this another way, our system uses two signal forms A and B to operate the TV and/or VCR and to provide the information content. Thus, it is like having two different sets of wires of doing two different functions, and hence, simplicity results and dual functions can be provided at the same time.

Clearly, this feature is not shown by nor made obvious in the combination recited in claim 91 by the combined references (1) Kawasaki and Das, and/or (2) Kawasaki, Das and Shtein.. In these references no reference is made to such delivery system employing such dual signal forms. Thus, clearly, there is no possible manner in which the combined references would or could make obvious our invention.

The inventors have carefully studied the references and their invention and wish to make the following comments:

"KAWASAKI. As regard to our method of addressing and identifying devices on the internet that is described in the claims, our invention is completely different from Kawasaki's idea in using IPv6 addresses that enable us to locate and identify any device on the internet, for example. In Kawasaki's method, a user's device is located by using an E-mail address or a web browser's cookie. Though E-mail addresses are changeable and web browser's cookies could be deleted by the users, IPv6 addresses allocated devices are not changeable and could not be deleted by the users. Thus, our method is able to locate and identify devices of any user on the internet, for example, at any time. Using our method, the profile based content delivery system is very robust and less complicated than Kawasaki's method. Thus, clearly Kawasaki does not show or make obvious our recited invention."

"DAS. Our method of analyzing user profile data that is described in the claims is different from the analyzing method disclosed by Das. In our invention, user profile data could also be generated from other users who have similar interests on categories. To illustrate our method we begin with an example. Suppose user A and user B have similar interests, and category X has been rated as 'rank 5' by user A, but category X has not be rated yet by user B. Our method could predict user B's rating on category X as 'rank 5' based on 'similarity' of user's interests. This similarity analysis could be implemented on data mining technology. Thus, with our method of analyzing the user, profile data, we can

predict users' rating on to be delivered contents and behavior of users. Our predicted profile data enable us to construct "proactive" information delivery system. Clearly Das does not show or make obvious our recited invention."

"SHTEYN" About a pair of a remote controller 22 and an operation logging, analyzing and communication unit 23 of FIGS. 10,12, our invention is different from Shteyn's idea. As described in our claims, a unit that is installed in a user's room recognizes the user's behavior such as selecting TV channels and viewing TV programs, and predicts the user's preference. A remote controller alone cannot control a TV set, and the unit that receives signals from the remote controller can control the TV set by sending the signals that are specific to the TV set. A unit that is connected to the internet, for example, is adaptable to various TV sets by downloading the signal transmitting table. The remote controller that isn't directly connected to the internet is mainly used for controlling the TV set, VCR, etc. Clearly, Shteyn does not teach or make obvious our recited invention.

Moreover, in view of the foregoing, clearly, no combination of the cited references would make obvious the recited invention. There is nothing in any of them that would combine the features now recited in our main claims 77 and 82. Thus, clearly, our new claims are allowable over the cited combined art under 103."

Accordingly, reconsideration and allowance are respectfully solicited.

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Respectfully
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